

ORDER



Orders
Order / Rev: 187168
Alt Order #:
Product Desc: SEIU CA-52 TV
Estimate: 3287
Flight Dates: 10/18/12 - 10/21/12
Original Date / Rev: 10/18/12 / 10/25/12
Order Type: GENERAL

KGTV

Primary AE: Tara Washburn
Sales Office: EWSDC
Sales Region: NAT

Agency
Name: Adelstein/Liston
Buying Contact: Robert Lazard
Billing Contact:
 222 West Ontario St. Suite 600
 Chicago, IL 60610

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Issue/SEIU
Demographic: A50+
Product Codes: PL23-Issue/Prop
Priority: P1
Revenue Codes: POL, POL, ISS

New Business Thru:
Order Separation: 00:10:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/21/12	34	\$66,250.00	\$56,312.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	34	\$66,250.00	\$56,312.50	0.00
Totals	34	\$66,250.00	\$56,312.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Tara Washburn			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KGTV	25%	\$66,250.00
Market	100%	\$265,000.00

Competitive Share

Competitive Share	Share	Total
AZSD	0%	\$0.00
KBNT	0%	\$0.00
KFMB	25%	\$66,250.00
KNSD	25%	\$66,250.00
KPBS	0%	\$0.00
KSWB	15%	\$39,750.00
KUSI	10%	\$26,500.00
LSDN	0%	\$0.00
SD4	0%	\$0.00
XETV	0%	\$0.00
XEWT	0%	\$0.00
XHAS	0%	\$0.00
XUPN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KGTV	10/19/12	10/21/12	5A-6A News/KGTV	CA	5A-6A	----F--	:30	3	\$300.00	P1	0.00	NM	3	\$900.00
				5A-6A News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/15/12	10/21/12	----F--	3		\$300.00	0.00							
N 2	KGTV	10/19/12	10/21/12		CA	7A-9A	----F--	:30	3	\$800.00	P1	0.00	NM	3	\$2,400.00

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KGTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Good Morning America/KI															
Good Morning America															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	----F--			3		\$800.00		0.00				
N 3	KGTV	10/18/12	10/21/12	8A-9A SA News	CA	8A-9A	-----S-	:30	1	\$400.00	P1	0.00	NM	1	\$400.00
8A-9A SA News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S-			1		\$400.00		0.00				
N 4	KGTV	10/19/12	10/21/12	The View	CA	10A-11A	----F--	:30	1	\$900.00	P1	0.00	NM	1	\$900.00
The View															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	----F--			1		\$900.00		0.00				
N 5	KGTV	10/19/12	10/21/12	11A-12P News/KGTV	CA	11A-12P	----F--	:30	2	\$1,000.00	P1	0.00	NM	2	\$2,000.00
Midday News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	----F--			2		\$1,000.00		0.00				
N 6	KGTV	10/19/12	10/21/12	5P-6P News/KGTV	CA	M-F 5P-6P	----F--	:30	2	\$1,350.00	P1	0.00	NM	2	\$2,700.00
5P-6P News/KGTV															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	----F--			2		\$1,350.00		0.00				
N 7	KGTV	10/19/12	10/21/12	6P-630P News/KGTV	CA	6P-630P	----F--	:30	2	\$1,600.00	P1	0.00	NM	2	\$3,200.00
6P-630P News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	----F--			2		\$1,600.00		0.00				
N 8	KGTV	10/19/12	10/21/12	7P-730P News/KGTV	CA	7P-730P	----F--	:30	2	\$1,800.00	P1	0.00	NM	2	\$3,600.00
7P-730P News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	----F--			2		\$1,800.00		0.00				
N 9	KGTV	10/19/12	10/21/12	11P-1135P News/KGTV	CA	11P-1135P	----FSS	:30	4	\$2,000.00	P1	0.00	NM	4	\$8,000.00
M-Su 11P-1135P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	----F--			4		\$2,000.00		0.00				
N 10	KGTV	10/18/12	10/21/12	LF-Sat 1147P-1247A/KGTV	CA	1135P-1235A	-----S-	:30	1	\$200.00	P1	0.00	NM	1	\$200.00
Castle															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S-			1		\$200.00		0.00				
N 11	KGTV	10/18/12	10/21/12	LF Sun 1147P-1247A/KGTV	CA	LF Sun 1135P-1235A	-----S	:30	1	\$200.00	P1	0.00	NM	1	\$200.00
Burn Notice															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S			1		\$200.00		0.00				
N 12	KGTV	10/18/12	10/18/12	ABC Thurs B	CA	9P-10P	---T---	:30	1	\$10,000.00	P1	0.00	NM	1	\$10,000.00
ABC Thurs B															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	---T---			1		\$10,000.00		0.00				
N 13	KGTV	10/18/12	10/19/12	ABC Fri C	CA	10P-11P	----F--	:30	1	\$2,500.00	P2	0.00	NM	1	\$2,500.00
ABC Fri C															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	----F--			1		\$2,500.00		0.00				
N 14	KGTV	10/18/12	10/21/12	10 News Live Prime Special	CA	10 News Prime Special	-----S-	:30	1	\$800.00	P1	0.00	NM	0	\$0.00
Prime News After NCAA (8:30 PM-9:00 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S-			1		\$800.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KGTV	10/15/12-10/21/12		10 News Live Prime Special/10 News Prime Special		8:30 PM-9:00 PM	-----Sa--	:30		(\$800.00)		0.00	NM		
Credited															
N 15	KGTV	10/19/12	10/21/12	M-F 9A-10A	CA	9A-10A	----F--	:30	3	\$250.00	P2	0.00	NM	3	\$750.00
M-F 9A-10A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	----F--			3		\$250.00		0.00				

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KGTV

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N15	KGTV	10/19/12	10/21/12	M-F 9A-10A M-F 9A-10A	CA	9A-10A ---- F--	:30	3	\$250.00	P2	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	---- F--		3			\$250.00		0.00			
N16	KGTV	10/18/12	10/19/12	ABC Fri A ABC Fri A	CA	8P-9P ---- F--	:30	1	\$3,000.00	P2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	---- F--		1			\$3,000.00		0.00			
N17	KGTV	10/18/12	10/21/12	ABC Sun B ABC Sun B	CA	8P-9P ----- S	:30	1	\$8,000.00	P1	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	----- S		1			\$8,000.00		0.00			
N18	KGTV	10/18/12	10/21/12	ABC Sun C ABC Sun C	CA	9P-10P ----- S	:30	1	\$6,000.00	P1	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	----- S		1			\$6,000.00		0.00			
N19	KGTV	10/18/12	10/21/12	ABC Sun D ABC Sun D	CA	10P-11P ----- S	:30	1	\$4,500.00	P1	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	----- S		1			\$4,500.00		0.00			
N20	KGTV	10/18/12	10/21/12	ABC College FB - Early ABC College FB - Early	CA	9A-1230P ----- S-	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	----- S-		1			\$1,500.00		0.00			
N21	KGTV	10/18/12	10/21/12	ABC College FB - Afternoon ABC College FB-Afternoon	CA	1230P-4P ----- S-	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	----- S-		1			\$1,500.00		0.00			
N22	KGTV	10/18/12	10/21/12	ABC College FB - Prime ABC College FB - Prime/PA	CA	5P-830P ----- S-	:30	1	\$4,000.00	P1	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	----- S-		1			\$4,000.00		0.00			
Totals												34	\$66,250.00	